

## **MASSACHUSETTS MARKETING PARTNERSHIP**

### **Notice of Meeting**

The Board of Directors of the Massachusetts Marketing Partnership will hold a meeting as follows:

**Time:** 2:00 PM

**Date:** Monday, December 19, 2011

**Location:** Massachusetts Office of Travel & Tourism, 10 Park Plaza, Suite 4510, Conference Room, Boston, Massachusetts

### **List of Topics Expected to be Discussed at Meeting:**

- Approval of Minutes from October 5, 2011, MMP Board meeting
- Role of MMP Board
  - Long Term Planning
  - Strategic Initiatives
  - Networking and Execution of Various Initiatives
- Economic Development Strategic Policy and Plan
- Report on Trade Missions to Brazil and Chile
- Route Development
  - Japan - Boston
  - Israel - Boston: status
- Massachusetts Ambassadors Program
  - Current Status
  - Opportunities for further development
- Talent Retention Initiative
  - Internships for College Students
  - Student Recruitment initiative
  - “Living/Playing in Massachusetts” – Marketing focus
- MMP Updates
  - State Budget Timeline
  - Calendar
  - Marketing Material Audit
  - Websites
  - Legislative Outreach; Report on MMP Reorganization and Initiatives

This notice is provided pursuant to Massachusetts General Laws Chapter 30A, Sections 18 – 25 and 940 CMR 29.00 et al.

**Date Posted to EOHED Website:** December 15, 2011 at 1:00 p.m.